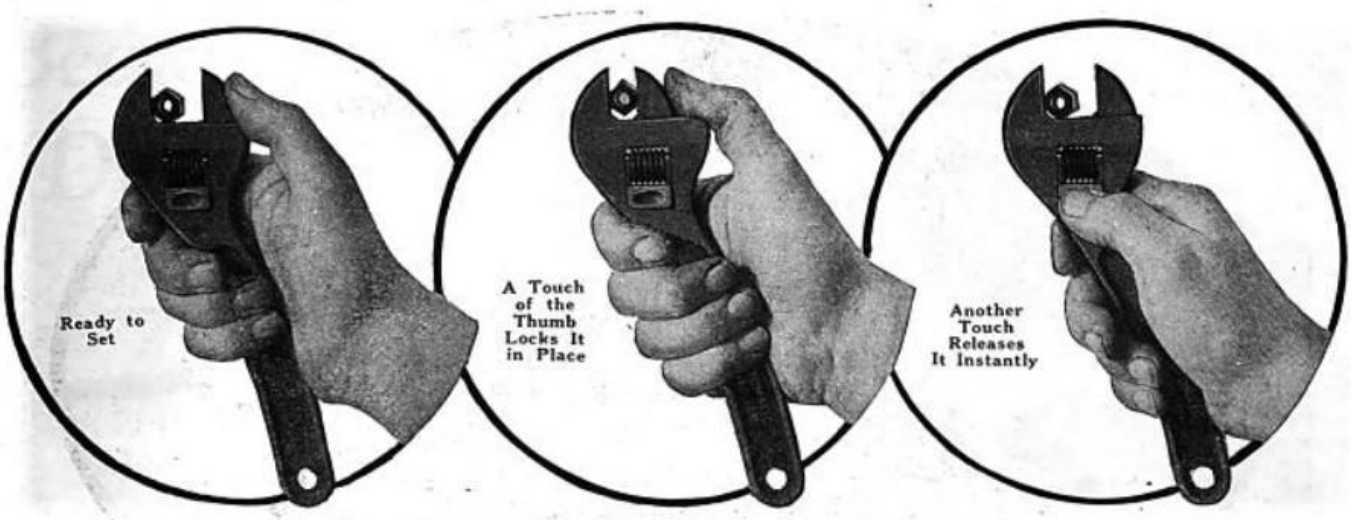

Here's One Wrench Which the Makers Follow Through

The GORDON AUTOMATIC OPEN END WRENCH

Ever hear of a wrench manufacturer who used his own staff of salesmen to follow through on sales to the final purchaser—to the user?

No? Well, that's what the makers of the GORDON AUTOMATIC WRENCH do!

We do not sell you a supply of wrenches and then sit back happily and forget it. That sale is where we just begin to function. Jobber to dealer; dealer to user—all the way along is our route. We travel every foot of it with you. We help you to the quick turnover, where the profit lies.

Descriptive literature, of course, plenty of it; handsome, strikingly colored metal counter display boards, too, a little better than most, but not wholly unusual. All this and more. But it is the personal touch in the follow-up of our own staff of salesmen which strikes a new note in merchandising. And that is one big factor in putting the GORDON AUTOMATIC right at the head of the wrench industry and keeping it there.

Through the Jobber Only

We market through the jobber only. And not through every jobber, at that, but through a limited number, carefully selected. To them we give real, consistent, continuous sales promotion service, not merely the spasmodic so-called "missionary" work of unpleasant memory.

We give the jobbers' salesmen assistance of practical value, not only in selling GORDON WRENCHES, but in marketing their whole line. Nothing like this has ever been known in the wrench industry.

The GORDON AUTOMATIC WRENCH is here to stay! It has taken upwards of $100,000 and more than four years to perfect it. It is backed by plenty of capital. It is not a "trick" wrench. It is a thoroughly practical tool, as every mechanic and automobile man realizes the moment he gets his hand on it. Columbia Laboratory Tests give it the utterly unprecedented resistance of 950 pounds. It is guaranteed for all time. *It will be replaced at any time for any cause without question.*

The company owns its entire plant and equipment. It is substantially placed—for keeps. It is running to its capacity of 2,000 wrenches a day right now, which will be quadrupled almost immediately. You can put all the push you want to behind the **Gordon Automatic Wrench.** The plant will always be there; the product will never fail, either in quality or quantity.

The Gordon Automatic Wrench

Is the only practical wrench on the market today which can be used with one hand only—either hand. A touch of the thumb on the jaw of the wrench instantly locks it about the nut. The grip is positive; the adjustment to within 1/64 of an inch. Micrometer adjustment may be had, if desirable, by a light touch of the thumb on the thumbscrew. When the job is done another touch of the thumb on the spring below as instantly expands the jaws to their full extent.

The shape of the Open End Wrench permits one to reach places which would otherwise be inaccessible. It takes the place of an entire kit of flat wrenches. Its wide range of uses is amazing. The entire equipment of heavy machinery in the Automatic plant was installed with **Gordon Automatic Wrenches.**

It is an absolutely indispensable tool for mechanic, machinist, automobile driver and owner, and garage man. It is invaluable in the home. Comes in 6-in., 8-in. and 10-in. sizes. Jaw expansion respectively ¾ in., 1 in. and 1⅜ in.

The GORDON AUTOMATIC MONKEY WRENCH

Operates on the same principle as the Open End Wrench and just as effectively in its own field, 7-in.; jaw spread, 1¼ in.

Factory Representatives

W. H. Yandell, Los Angeles, Calif.
W. H. Van Horbek, Salt Lake City, Utah.
Weatherbee Bros., Dallas, Texas.

Jobbers

W. E. Pruden Hardware Co., New York City.
Weaver-Ebling Co., New York City.
Auto Hardware & Equipment Co., New York City.
Burger & Baumgard, Inc., New York City.
Neal & Brinker Co., New York City.
H. Krieger & Son, Brooklyn, N. Y.
Walters Rubber Co., Mineola, N. Y.
Geo. A. Myers & Co., Paterson, N. J.
Economy Auto Supply Co., Newark, N. J.
Ludlow & Squier, Newark, N. J.
A. Stamler, Inc., Elizabeth, N. J.
Michigan Tire & Accessory Co., Grand Rapids, Mich.
Brown & Sehler Co., Grand Rapids, Mich.
Longley Co., Providence, R. I.

Exporters

Melchor, Armstrong & Dessau, New York City.
H. A. Astlett & Co., New York City.
Michelson & Sternberg, New York City.

AUTOMATIC WRENCH CORP'N. of AMERICA

Factory and Executive Offices

410-416 Eleventh Street, Dept. B, West New York, N. J.

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